



Commonwealth of Kentucky  
Public Protection Cabinet

**For Immediate Release**

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**BREEDERS' INCENTIVE DIRECTOR NAMED**  
*Lexington resident to oversee programs*

FRANKFORT, Ky. (Sept. 9, 2008) – A Lexington native with extensive experience in the thoroughbred industry has been appointed director of breeders' incentives for the Kentucky Horse Racing Commission (KHRC).

Jamie Eads assumed the post last week. Eads has worked for the past year as senior manager for racing programs at Breeders' Cup Limited in Lexington. She previously served for four years in the legislative action campaign for The National Thoroughbred Racing Association, also based in Lexington.

"We're delighted to have someone with Jamie's outstanding background in this challenging position," said Lisa Underwood, KHRC executive director. "She will be a wonderful asset to the commission."

In her new position, Eads will manage the Kentucky Breeders' Incentive Fund. The program provides incentive money to ensure that mares bred to Kentucky stallions are kept in Kentucky. The program, established in 2005, is supported by a long-standing tax on stud fees. In 2007, the KHRC distributed \$15.5 million in awards to Kentucky thoroughbred breeders. A similar program supports standardbred breeding.

Eads is a 2001 graduate of the University of Kentucky. She holds a bachelor's degree in marketing and management.



Jamie Eads

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